

INFORMATION LETTER

Not for
Publication

NATIONAL CANNERS ASSOCIATION

For Members
Only

No. 1708

Washington, D. C.

November 22, 1958

Salary Levels Are Raised under White Collar Exemption

The Wage and Hour Division of the Department of Labor has amended its regulations that define which employees are covered by the executive, administrative, and professional exemptions of the Fair Labor Standards Act.

Section 13(a)(1) of the Act provides an exemption from the wage and hour provisions for employees who qualify as executive, administrative, or professional under the regulations of the Administrator. The regulations set out several requirements that must be met in order for an employee to qualify for an exemption. One of these requirements is that executive employees be paid not less than \$55 a week and that administrative and professional employees be paid not less than \$75 a week. The amendment raises these figures to \$80 and \$95, respectively, effective February 2, 1959.

Text of the amendment was published in the *Federal Register* of November 18. It is unchanged from the proposal that was published in the *Federal Register* of April 5 and reproduced in the INFORMATION LETTER of April 12 (page 138).

The N.C.A. did not oppose the increase in the salary tests, but it did request that "the effective date of any final amendment be postponed at least until several months after publication,

N.C.A. Prepares Standards for Canned Plums, Berries

Proposals setting forth standards of identity for canned plums and canned berries were mailed by N.C.A. this week to all known packers of these commodities. Final comments on these proposals are being solicited before the N.C.A. petitions the FDA for the establishment of such standards.

A deadline of December 3 has been set for receipt of comments. It is suggested that interested packers who have not received copies of these proposals should contact the N.C.A. immediately.

Commissioner Sigurd Anderson of FTC and L. R. Boulware of G.E. To Be Principal Speakers at N.C.A. Convention

The two principal guest speakers at the N.C.A. Convention will be The Honorable Sigurd Anderson, a member of the Federal Trade Commission, and L. R. Boulware, vice president of the General Electric Company, who has pioneered that firm's employee, union, community, and public relations. Both will speak at the N.C.A. Annual Meeting, to be held in the morning of Saturday, February 21, in the Hilton Hotel, Chicago.

and preferably until the end of this year's canning operation."

The February 2, 1959, effective date of the new salary tests should give canners sufficient time in the off-season to re-examine the status and duties of their white collar employees. Changes in salary levels, employee status and operating responsibilities can be accomplished where necessary to continue the availability of the exemptions for certain personnel, and new controls can be instituted to assure compliance.

N.C.A. Raw Products Group Reviews Progress of Research

Members of the N.C.A. Raw Products Technical Advisory Committee from the East and Midwest met in Milwaukee November 12 to review progress during the current season on projects of current interest to the Committee and to outline a program of research for the coming year.

Reports were given by Subcommittee Chairmen on vegetable and fruit projects, precision vegetable planter development, seed quality, and mobile viners. Plans for continuing the various projects were discussed and plans for future subcommittee meetings were outlined.

Many of the Committee members also attended the meeting of the National Pea Improvement Association, November 11. Among the subjects included in the program were reports on meteorological occurrences as they relate to yield and quality of peas, genetic problems in the use of foreign pea introductions, observations on research and production of peas in Europe, and the role of experiment stations in the development of improved varieties of vegetables.

Commissioner Anderson's address will deal with the powers and responsibilities of the Federal Trade Commission in conducting an investigation of an industry either on its own motion or at the request of Congress.

Mr. Boulware will speak with the background of a G.E. vice president since 1947 with responsibility for industrial and community relations.

Commissioner Anderson was Governor of South Dakota for two terms from 1950 to 1954. He was appointed to the FTC in 1955.

Mr. Boulware has served as marketing manager of the Easy Washing Machine Company and as vice president of The Carrier Corporation, the Celotex Corporation, and General Electric's manufacturing subsidiaries.

Canner Pictured in Center of Production-Marketing Team

The official greetings of the N.C.A. at the 50th anniversary convention of the Indiana Canners Association this week were delivered by Vice President Norman O. Sorensen, in a review of the historic importance of the canning industry of Indiana.

N.C.A. Secretary Carlos Campbell, a principal speaker at the annual convention of the Georgia Canners Association, pictured the successful canner as one who is in the center of an integrated production-marketing operation, seeking to interpret consumer specifications correctly and to produce canned foods to meet those specifications.

He pointed out that such terms as "integration," "contract farming," and "specification buying" may be new terminology to some industries but to

the canning industry are merely new word combinations describing practices that have been developing for many years.

Unfortunately, he declared, "many canners are so indoctrinated with the 'farmer philosophy' of marketing that they cannot orient themselves to the type of marketing which is essential to the selling of canned foods." To achieve efficient vertical integration, he said, the producer of canned foods must think in terms of the consumer and her needs and gear his production to those consumer specifications.

"Canners' knowledge of consumer specifications is obtained by maintaining close and constant communication with retailers, wholesalers, brokers, market analysts, and others in a position to measure consumer market demand," he declared.

The canner, Mr. Campbell said, is the captain of the production-marketing team. He must do more than merely convert perishable fruits and vegetables, in quantities and qualities delivered by nature, into nonperishable form. As integrator, the canner must translate consumer specifications into the variety of seed to be grown, the cultural practices to be followed, the times for harvest, and the handling of raw product from field to factory to preserve quality.

"A successful production-marketing program must start with the consumer and work back through the various intermediate steps to the food producer," Mr. Campbell stated. He suggested that there is room for improvement in processing, chiefly in retention of color and flavor, and also opportunity through education and promotion to awaken new consumer desires and perhaps to stimulate the consumer to rewrite her specifications or add new ones.

In most instances the canner is the only one in the production-marketing operation who is able to satisfy consumer specifications in such a way, and that is why, he pointed out, the canning industry and the N.C.A. have resisted the "misdirected efforts on the part of growers and grower representatives to obtain marketing order legislation that would substitute grower direction of this integrated program."

Highlights of the Sorensen and Campbell addresses were reported by the Information Division in press releases sent to 294 newspapers and 80 radio-TV stations in Indiana and to 245 papers and 124 radio-TV outlets in Georgia, as well as the wire services and trade papers.

Sorensen Addresses IFT

N.C.A. Vice President Norman O. Sorensen addressed the annual meeting of the Wisconsin section of the I.F.T. November 21 and gave special praise to food technologists for their many important contributions to the art of canning.

Mr. Sorensen enumerated a number of significant achievements by Wisconsin food technologists and praised the helpful cooperation of the University of Wisconsin with the canning industry of that state. He said that the volume output of the great variety of canned foods is largely possible because of sound research.

Mr. Sorensen told the Wisconsin technologists about the work of the N.C.A. Research Laboratories and reviewed other programs promoted at the national level and carried out at the state level, such as the Canning Crops Contest and cooperative work with the state experiment stations.

Better Homes and Gardens

The November issue of *Better Homes and Gardens* carries two articles featuring canned foods.

One article is entitled "Casseroles for Casual Suppers." It says, "How to be a carefree hostess? Here are four ways—each an easygoing casserole that you can put together at your convenience." Each of the casserole recipes uses canned foods. Those included are tomato sauce, corn, tomatoes, tomato paste, mushrooms, pimientos, cream of mushroom soup, chow mein noodles, and tuna. Handsome color photographs show the casseroles ready to be served.

In a short article, "Canned-Peach Favorites," featuring prize recipes from readers, four desserts are made with canned peaches. Each is shown in a black and white photograph.

Household

Eleanor C. Halderman, director of food and home equipment, features canned foods in her six-page article, "Company Casseroles", in the November issue of *Household* magazine. In nine of the ten recipes given, 24 canned foods are included.

The "Company Casseroles" include Newburg Midwestern, Benoit's Beef 'n Barley, Chicken Divan Divine, Devilled Crab 'n Spinach, Turkey and Oysters a la Creme, Meat Ball-Chicken Liver Skillet, Herb Meat Balls, Spiced Shrimp in Avocado Halves, and Devilled Green Peppers.

Canned foods used are lobster, mushrooms, cream of mushroom soup, cream of chicken soup, ripe olives, pimientos, cream style corn, chicken, crab meat, catsup, chili sauce, cranberry sauce, tomatoes, tomato paste, tomato sauce, spiced grapes, and tomato soup.

The article is attractively illustrated with two color and three black and white photographs.

Canned Foods in Civil Defense

Science students of two high schools in Modesto, Calif., recently viewed the colored slide presentation "Those Blasted Canned Foods," the presentation of the valuable role of canned foods in civil defense, based on the atomic test at the Nevada Test Site in 1955, and prepared jointly by the N.C.A. Research Laboratories and the Information Division.

The first showing was to three science classes (50 girls and 90 boys) at Walter White Junior High School; the second to two freshman general science classes (53 girls and 63 boys) at Ceres High School. Arrangements for the showings were made by Barton Palmer, assistant secretary-treasurer of Turlock Cooperative Growers.

Stocks of Canned Foods on Nov. 1 and Season Shipments

Reports on canners' stocks and shipments of canned apples, applesauce, and sweet corn on November 1 and

season shipments to that date have been issued by the N.C.A. Division of Statistics.

	Carry-over month	Case basis	Supply		Canners' Stocks, Nov. 1		Season Shipments to Nov. 1	
			1957-58	1958-59	1957	1958	1957	1958
			(thousands of cases)					
Apples.....	Sept.	6/10	2,629	2,746	2,028	1,950	601	788
Applesauce.....	Sept.	actual	10,772	11,927	7,810	8,245	2,962	3,682
Corn.....	Aug.	actual	43,149	37,258	32,747	27,301	10,402	9,957
Pineapple ^a	June	actual	20,821	20,147	12,563	11,109	8,257	8,977
Pineapple juice ^a	June	actual	14,798	14,113	10,743	8,035	4,065	6,058
Frozen orange conc. ^b	Nov.	gallons	90,379	73,429	16,270	9,952	74,100	63,477

* Source: Pineapple Growers Association of Hawaii. * Source: Florida Canners Association; data in gallons.

USDA Outlook Conference Sees Growing Market for Foods

USDA economists and technical men, at the National Agricultural Outlook Conference this week, offered predictions on the immediate outlook for agriculture, including specific agricultural commodities, and long-time agricultural trends.

With record farm output expected again this year and with consumer incomes still being maintained at a high level, domestic demand for food is expected to be strengthened in 1959. Sales at retail food stores in the first nine months of this year averaged 6 percent above the same period of 1957, largely as the result of higher prices at the farm and higher marketing margins.

Prices paid for goods and services used in farm production are expected to be higher in 1959 than in 1958. Wage rates paid to hired labor and prices paid for nonfarm goods and services, except fertilizer, are still rising and probably will average higher in 1959 than in 1958. Prices of fertilizer are expected to remain at about present levels, and land values, interest, taxes, and insurance costs are expected to continue upward.

It was predicted that the trends toward high capital farming, specialization, vertical integration, expanded production, and toward a mixed farm-urban orientation in rural areas will continue for a number of years.

If the population grows at the rate that is projected, total crop needs by 1975 will be 28 percent above that of 1956, according to a projection on food requirements. Projected domestic requirements vary significantly by groups of crops. They are lowest for the food grains and potato group and highest for the fruits and vegetables. The projection anticipates a need of 58 percent more fruits and vegetables in 1975 than in 1956.

FDA Issues Order Amending Standard for Fruit Jelly

The FDA has issued an order amending the standard of identity for fruit jelly so as to permit the use of cinnamon flavoring and artificial red coloring as optional ingredients.

The FDA order was published in the *Federal Register* of November 13 and will be effective 60 days from the date of publication, except as to any provision that may be stayed by the filing of objections.

Assuming that production of vegetables will continue to increase at about the same rate as in the years since World War II, the total production of vegetables four to six years from now probably will be about an eighth larger than the 1955-57 average, it was said, about keeping pace with population growth. But the form in which vegetables are sold to housewives will continue to change.

USDA expects the emphasis on "convenience foods" to continue and that, with the prospect of higher incomes and improved processing technology, more processed vegetables will be consumed during the next few years.

Total production of deciduous fruits has not changed greatly since 1935 and USDA does not expect much change in the near future. For individual fruits, USDA expects trends of the recent past to continue.

N.C.A. Urges Treatment of Bacterial Spot of Tomatoes

The N.C.A. Raw Products Research Bureau notified tomato products manufacturers by special bulletin this week of the need for prompt treatment of tomato seeds to prevent bacterial spot. The notice was sent to all tomato products packers except those in California and Utah.

One of the primary controls of bacterial spot is to use only disease-free seed which has been sterilized by adequate seed treatment. The consensus of tomato plant pathologists in the USDA and the primary tomato-producing states is that Ceresan-M is one of the most satisfactory seed treatments.

The N.C.A. bulletin urged canners of tomatoes and tomato products to notify their seed suppliers and to insist on prompt treatment of seeds with one-half percent Ceresan-M by weight of seed applied as a dust.

Wisconsin Crops Contest

The winner and runner-up in the 1958 Canning Crops Contest in Wisconsin were awarded prizes at the annual convention of the Wisconsin Canners Association.

The first prize award, a \$100 savings bond, was presented to James J. Junion of Casco, whose 12½ acres of peas for The Larsen Company was the winning entry among 55 contestants.

Canned Foods Usage Advised in Current Magazine Features

Feature articles devoted to canned foods in two large newsstand magazines were brought to the attention of N.C.A. members and others on the Consumer and Trade Relations Program mailing list, in a special bulletin from Executive Secretary Carlos Campbell this week.

The November issue of *Seventeen* magazine featured a party menu for 80 to its 1,102,689 teenage readers. Food editor Elinor Kent of *Modern Romances*, in a seven-page article entitled "Quick Cookbook," told her circulation of 995,298 readers, in the December issue, that they should take advantage of canned foods.

Mr. Campbell's bulletin pointed out that the *Seventeen* article featured quantity recipes calling for institutional size cans. The menu for the party was chosen from chef-tested recipes used by the Navy Submarine Service, "where space is at a minimum and interest in meals at a maximum." Ingredients and preparation methods were given for barbecued chicken, green beans and onion salad, baked corn and tomato casserole, hot buttered drop biscuits, and peaches and cream pie. The magazine stresses low cost, high flavor, little work, lots of eye appeal in this menu, which is "cheaper by the dozen, so buy in quantity and save."

Editor Kent in *Modern Romances* debunks the "do-it-yourself" housewife who thinks, because she prepared everything from beginning to end, she is saving money, getting more food value and better taste. The bulletin to members points up the emphasis the magazine makes that the smart homemaker takes advantage of canned, prepared, premixed foods. The "Quick Cookbook" included 14 complete menus, with 15 recipes calling for the following canned foods:

Mushroom soup, tuna, chicken, onions, peas, carrots, evaporated milk, mushrooms, tomato paste, meat balls with gravy, kidney beans, tomatoes, vegetables, sauerkraut, luncheon meat, apples, brown bread, prune puree, fruit cocktail, pineapple, Bing cherries, corn, tomato juice, yams, potatoes, corned beef hash, vegetable juice cocktail, apple juice, vegetable soup.

Second place went to Kenneth Mell of De Forest, who grew two acres of sweet corn for the Oconomowoc Canning Company. Honorable mention citations were made to four youths who grew crops for The Larsen Co.

REPORTS ON ASSOCIATION ACTIVITIES

Research Laboratories

WATER CONSERVATION RESEARCH

Diminishing water supply is a problem facing the nation. Large rapid increases in population and industry have caused recognized water shortages in some areas. Other areas must soon realize that water supplies are running out. Not only the quantity of water, but also the quality of water is affected. For the canning industry this has particular significance since food canning must always require large volumes of high quality water.

Conservation of water is receiving much attention from federal and state agencies. It is evident that industry must learn to use less water. For the canning industry, reduced water usage could be rewarding, not only as a means of conserving a commodity so vital to the industry, but also because reduced water usage means a reduced volume of liquid waste to be disposed of. The problems connected with disposal of cannery wastes are multiplying rapidly.

Conservation of water in food canning cannot be carried out indiscriminately. Significant reductions in water consumption can be achieved through reuse of water. However, reclamation of cannery water for reuse must be accomplished by procedures which do not cause bacterial spoilage of the product or other undesirable effects on its physical appearance or nutritional value. In order to obtain basic information needed to guide its members faced with the necessity to curtail water usage, the N.C.A. Research Laboratories have undertaken long-range studies on reclamation and reuse of water in canning.

A counterflow system for reuse of flume water in pea canning has been developed, and a research bulletin describes the design and operation of the system, which makes possible use of the same water in four or five successive line operations. Cannery using the counterflow system report improved sanitation and 20 to 50 percent reductions in water consumption.

Water conservation research is now focused on fruit and tomato canning operations. Specific aims of this research include the following:

- (1) Determinations of the volumes of water now wasted which could be reclaimed for further use.
- (2) Definition of acceptable quality criteria for reclaimed waters intended for reuse in specific cannery operations.
- (3) Development and demonstration of procedures required to improve or maintain acceptable sanitary conditions in reclaimed waters and the operations in which they are used.

(4) Definition of the factors influencing the efficiency of water usage in the cannery, with particular attention given to raw product washing.

At intervals, progress reports on this research are made available to the members. Results to date indicate that water usage reductions of 25 to 45 percent, respectively, are possible in fruit and tomato canning without impairment of production efficiency or plant sanitation. Water-saving procedures which result in these maximum reductions usually require the use of chlorination. Current studies have established the feasibility of chlorinating tomato flume and wash waters to control the growth of spoilage bacteria. Other studies are developing simple test procedures which will allow the canner to rapidly determine the sanitary condition of recirculated wash water.

Future work will include research to evaluate the use of detergents and wetting agents as aids in product washing. A study will also be made of the possibility of reconditioning water by rapid filtration to remove soil and organic debris.

Texas Cannery Association

Joe Gavito, Jr., of Quality Products, Inc., La Feria, was elected president of the Texas Cannery Association at the group's annual meeting.

T. E. Stinson, Alamo Products Co., Alamo, was elected vice president and

W. L. Akin, Southern Foods Co., McAllen, was elected treasurer. Jack H. Drake, Weslaco, was continued in office as acting executive secretary.

Wisconsin Cannery Association

K. S. Kneiske of the Mammoth Springs Canning Co., Sussex, was elected president of the Wisconsin Cannery Association at the group's annual convention.

W. C. Schorer, Jr., of Reedsburg Foods Corporation, Reedsburg, was elected vice president, Herb Warner of Oconomowoc Canning Co., Oconomowoc, was named recording secretary, and Donald E. Bonk, Chilton Canning Co., Chilton, treasurer. Marvin P. Verhulst, Madison, continues in office as executive secretary.

Grapefruit Sections for USDA

USDA announced November 20 that it contemplates purchasing canned grapefruit sections for distribution in the National School Lunch Program. Offers may be submitted for the sale of U. S. Grade A (Fancy) canned grapefruit to be packed after the date of award in No. 3 cylinder or No. 2 size cans; however, No. 3 cylinders are preferred.

Offers should be submitted to the Director, Fruit and Vegetable Division, Agricultural Marketing Service, U. S. Department of Agriculture, Washington 25, D. C., by December 9 for acceptance by December 12.

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